



David Giron <david.giron@lacity.org>

## OUTFRONT Media meeting request

Veronica Perez <vp@veronicaperez.com>

Thu, Feb 12, 2015 at 3:03 PM

To: Mary Rodriguez <mary.d.rodriguez@lacity.org>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, David Giron <david.giron@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, "Fox, Tim F (tim.fox@outfrontmedia.com)" <tim.fox@outfrontmedia.com>, "Mariam Bedrosian-Valencia (mary.valencia@outfrontmedia.com)" <mary.valencia@outfrontmedia.com>, Veronica Perez <vp@veronicaperez.com>

Thank you so much! How about the afternoon of March 23 or 24 for the meeting on-site? We will bring pictures and a better description of our vision to the meeting. But the following is a synopsis:

The vision would be to replant 6 trees in other places in the affected park as well as to re-landscape the fence/wall area adjacent to our property with water tolerant plants and perhaps a sign that says "Welcome to Atwater Village" or a local sculpture by a local artist or something along those lines.

Please hold off on inviting Rec & Parks for now. While we think it's a good idea, we want to get you the name of the person we've been working with. That will be sent to me soon and I will follow up. Thanks!

**VERONICA  PEREZ**  
& ASSOCIATES

**Veronica Perez**

655 S. Hope Street, Suite 1208  
Los Angeles, CA 90017

*Mobile:* (626) 644-5525

*Phone:* (213) 221-7161 *Fax:* (213) 221-7128

*vp@veronicaperez.com* *www.veronicaperez.com*

GOVERNMENT RELATIONS | PUBLIC AFFAIRS | COMMUNITY OUTREACH | LOBBYING

**From:** Mary Rodriguez [mailto:[mary.d.rodriguez@lacity.org](mailto:mary.d.rodriguez@lacity.org)]

**Sent:** Wednesday, February 11, 2015 6:13 PM

**To:** Veronica Perez

**Cc:** Marisol Rodriguez; David Giron; Gary Benjamin

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[Quoted text hidden]



David Giron <david.giron@lacity.org>

## OUTFRONT Media meeting request

Mary Rodriguez <mary.d.rodriguez@lacity.org>

Wed, Feb 11, 2015 at 6:13 PM

To: Veronica Perez <vp@veronicaperez.com>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, David Giron <david.giron@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>

Veronica,

I would be happy to meet you on site to discuss this matter. Do you also want someone from Recreation and Parks to join us? Give me some dates and times of availability please. Thanks.



**Mary D. Rodriguez**

Field Deputy

Atwater Village, LA River & Silver Lake

Office of Councilmember Mitch O'Farrell

**PLEASE NOTE THE NEW ADDRESS AND PHONE NUMBER**

**1722 Sunset Blvd. Los Angeles, CA 90026**

**Phone (213) 207-3015 | Desk (213) 207- 3021**

**Fax (213) 207-3031 | [www.cd13.org](http://www.cd13.org)**

[mary.d.rodriguez@lacity.org](mailto:mary.d.rodriguez@lacity.org)



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David Giron <david.giron@lacity.org>

## OUTFRONT Media meeting request

Veronica Perez <vp@veronicaperez.com>

Wed, Feb 11, 2015 at 10:35 AM

To: Marisol Rodriguez <marisol.rodriguez@lacity.org>, David Giron <david.giron@lacity.org>

Cc: Gary Benjamin <gary.benjamin@lacity.org>, Mary Rodriguez <mary.d.rodriguez@lacity.org>

Just saw this. Will do!



### Veronica Perez

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**From:** Marisol Rodriguez [mailto:[marisol.rodriguez@lacity.org](mailto:marisol.rodriguez@lacity.org)]

**Sent:** Wednesday, February 11, 2015 10:05 AM

**To:** David Giron

**Cc:** Veronica Perez; Gary Benjamin; Mary Rodriguez

**Subject:** Re: OUTFRONT Media meeting request

Hi Veronica -

[Quoted text hidden]



David Giron <david.giron@lacity.org>

## OUTFRONT Media meeting request

Veronica Perez <vp@veronicaperez.com>

Wed, Feb 11, 2015 at 10:35 AM

To: David Giron <david.giron@lacity.org>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>

Awesome. Thank you. Hi Marisol and Gary! Do you have time to meet on this issue next week?

**VERONICA**  **PEREZ**  
& ASSOCIATES

**Veronica Perez**

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**From:** David Giron [mailto:[david.giron@lacity.org](mailto:david.giron@lacity.org)]

**Sent:** Wednesday, February 11, 2015 9:34 AM

**To:** Veronica Perez

**Cc:** Marisol Rodriguez; Gary Benjamin

**Subject:** Re: OUTFRONT Media meeting request

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Outfront Media owns a property on Los Feliz in Atwater Village. It is near the intersection of Los Feliz/Glenfeliz across from the Los Feliz Golf Course. We have a 14'x48' billboard located there. The property is adjacent to a city of Los Angeles park run by the Rec & Parks Department. On that park property there are approximately 3 trees that block our billboard. We have reached out to the Rec & Parks Department in hopes of removing the trees. However we would need Councilman O'Farrell's support as well as the community. We have some ideas on how to mitigate the tree removal and would love to discuss it with the appropriate people in the Council office. We have reached out to a local community member who had some opposition in the past but liked our vision for the mitigation.

Please let me know who the appropriate person in your office to meet with is. Thank you!!

<image001.jpg>



David Giron <david.giron@lacity.org>

## OUTFRONT Media meeting request

Marisol Rodriguez <marisol.rodriguez@lacity.org>

Wed, Feb 11, 2015 at 10:05 AM

To: David Giron <david.giron@lacity.org>

Cc: Veronica Perez <vp@veronicaperez.com>, Gary Benjamin <gary.benjamin@lacity.org>, Mary Rodriguez <mary.d.rodriguez@lacity.org>

Hi Veronica -

Hope all is well. Can you send over the vision plans for mitigation. I'm copying our Atwater field deputy, Mary Rodriguez, on this email. Because of the nature of the community we would want to take this to the Atwater Village NC.

Let's connect over the phone this afternoon or tomorrow.

Thanks!

Sent from my iPhone

On Feb 11, 2015, at 9:34 AM, David Giron <david.giron@lacity.org> wrote:

Hi Veronica,

Thanks for the email! I have cc'd our District Director Marisol Rodriguez, as well as our acting Planning Director, Gary Benjamin. As the matter is a landuse / community issue, it would be best to start there.

Let me know if you need further assistance!

David

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**WE NEED YOUR INPUT: TAKE THE SMALL BUSINESS SURVEY !**



David Giron

Legislative Director

**Councilmember Mitch O'Farrell**

200 N. Spring Street, Room 450, Los Angeles, CA 90012

(213) 473-7013 tel | (213) 473-7734 fax | [www.cd13.org](http://www.cd13.org)

Find the Councilmember on:    

On Tue, Feb 10, 2015 at 1:31 PM, Veronica Perez <vp@veronicaperez.com> wrote:

Hi David!

I am writing to request a meeting with you or the appropriate person in your office regarding the following issue for OUTFRONT Media (formerly CBS Outdoor):



David Giron <david.giron@lacity.org>

## OUTFRONT Media meeting request

David Giron <david.giron@lacity.org>

Wed, Feb 11, 2015 at 9:33 AM

To: Veronica Perez <vp@veronicaperez.com>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>

Hi Veronica,

Thanks for the email! I have cc'd our District Director Marisol Rodriguez, as well as our acting Planning Director, Gary Benjamin. As the matter is a landuse / community issue, it would be best to start there.

Let me know if you need further assistance!

David

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## OUTFRONT Media meeting request

Veronica Perez <vp@veronicaperez.com>  
To: David Giron <david.giron@lacity.org>  
Cc: Veronica Perez <vp@veronicaperez.com>

Tue, Feb 10, 2015 at 1:31 PM

Hi David!

I am writing to request a meeting with you or the appropriate person in your office regarding the following issue for OUTFRONT Media (formerly CBS Outdoor):

Outfront Media owns a property on Los Feliz in Atwater Village. It is near the intersection of Los Feliz/Glenfeliz across from the Los Feliz Golf Course. We have a 14'x48' billboard located there. The property is adjacent to a city of Los Angeles park run by the Rec & Parks Department. On that park property there are approximately 3 trees that block our billboard. We have reached out to the Rec & Parks Department in hopes of removing the trees. However we would need Councilman O'Farrell's support as well as the community. We have some ideas on how to mitigate the tree removal and would love to discuss it with the appropriate people in the Council office. We have reached out to a local community member who had some opposition in the past but liked our vision for the mitigation.

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